



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 08/10 thru 08/16

(prices in dollars per carton)

Fri. Aug 10, 2007

SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		27.5% of 17,000 stores				36.6% of 17,000 stores							
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack	20	1.50	780	1.30			430	1.37	110	1.19	380	1.02
	White 18 pack							390	1.83	90	1.10	650	0.99
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	220	1.72	150	1.02	120	0.99	520	0.96	110	0.73	700	0.87
SPECIALTY	White 18 pack			80	1.93			520	1.94	20	0.79	1,120	1.21
	Brown 12 pack											290	0.75
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			240	3.27			950	3.27	10	3.38	1,600	2.58
	OMEGA-3												
CAGE-FREE	White 12 pack			1,210	2.42	120	2.50	1,480	2.47	410	2.50	720	2.32
	Brown 12 pack	210	2.79	210	2.79							120	2.19
	CAGE-FREE												
	White 12 pack			10	1.50			310	3.00	80	2.19	80	1.99
	Brown 12 pack	140	2.99	800	2.58			1,260	2.57			1,930	1.99

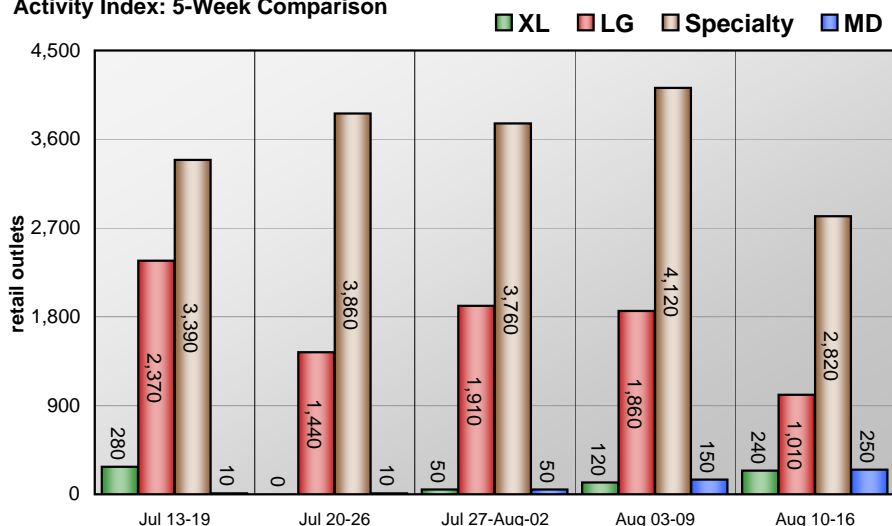
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,250	1,980	3,470	Large Eggs on
Specialty	2,820	4,120	4,950	Aug-06-2007
Total (includes MD)	4,320	6,250	8,630	472.6
Special Rate 4/:	10.2%	5.3%	10.3%	up 5%

5/: 1,000's of 30-doz cases

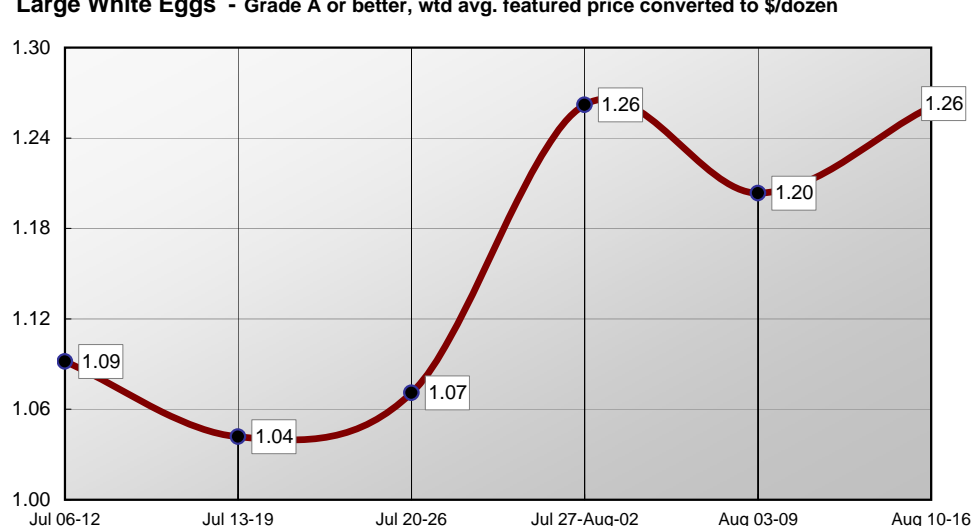
## SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg promotional activity is less than last week and the same period a year ago. Grade A or better Large white eggs to consumers is slightly more than the previous week. Medium and Extra Large egg ads are showing up more frequently. Specialty shell egg promotions dropped dramatically compared to a week ago and last year. Omega-3 white eggs are still in the top spot. USDA Certified Organic brown eggs declined in store volume, however the average price remains constant. Liquid egg features declined, but are commanding more ad space than regular shell eggs. 14-16 oz. carton promotions are present in all regions with the most activity found in the Northeast.

## Activity Index: 5-Week Comparison



## Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		36.6% of 3,800 sampled outlets						6.2% of 4,700 sampled outlets						13.9% of 2,900 sampled outlets					
2/ Activity Index		Activity Index = 2,240 (includes Medium)						Activity Index = 200 (includes Medium)						Activity Index = 300 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				1.29	10	1.29										1.00	10	1.00
	White 18 pack																		
	Brown 12 pack																		
USDA GRADE A	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
	White 12 pack	1.78	170	1.78													1.49	10	1.49
	White 18 pack				1.79 - 2.00	80	1.93												
USDA GRADE A	Brown 12 pack																		
	MEDIUM	White 12 pack			1.67	130	1.67	White 12 pack						White 12 pack			0.88 - 0.89	20	0.88
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.99 - 3.79	180	3.35										2.99	10	2.99
S P E C I A L T Y	OMEGA-3																		
	White 12 pack				1.67 - 2.99	690	2.53				2.00	190	2.00				2.29	10	2.29
	Brown 12 pack	2.79	210	2.79	2.79	210	2.79												
S P E C I A L T Y	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack	2.99	140	2.99	2.79 - 3.49	420	2.97				2.00	10	2.00				2.00	240	2.00
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate		39.5% of 2,700 sampled outlets						60.7% of 1,900 sampled outlets						37.5% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 890 (includes Medium)						Activity Index = 600 (includes Medium)						Activity Index = 90 (includes Medium)					
USDA GRADE AA	White 12 pack	1.50	10	1.50	0.99 - 1.19	260	1.06	1.50	10	1.50	0.99 - 1.50	430	1.46				0.99 - 1.50	70	1.32
	White 18 pack																		
	Brown 12 pack																		
USDA GRADE A	MEDIUM	White 12 pack			1.00	60	1.00	White 12 pack						White 12 pack					
	White 12 pack	1.50	50	1.50	0.99	140	0.99												
	White 18 pack																		
USDA GRADE A	Brown 12 pack																		
	MEDIUM	White 12 pack			0.80 - 0.84	40	0.81	White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.79 - 3.00	30	2.89				3.00	10	3.00				3.49	10	3.49
S P E C I A L T Y	OMEGA-3																		
	White 12 pack				1.48 - 2.49	170	2.36				2.50	140	2.50				2.29	10	2.29
	Brown 12 pack																		
S P E C I A L T Y	CAGE-FREE																		
	White 12 pack										1.50	10	1.50						
	Brown 12 pack				1.68 - 2.49	130	2.40												

Note: See page 1 for explanatory notes.

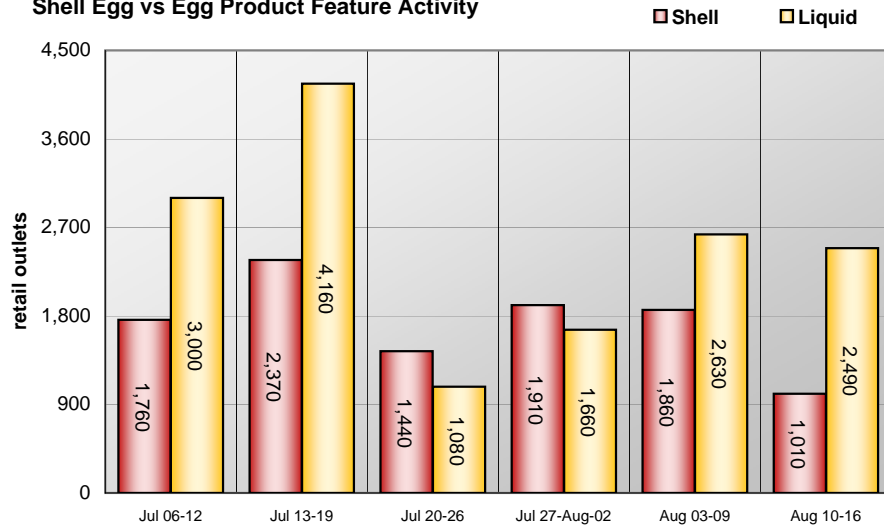


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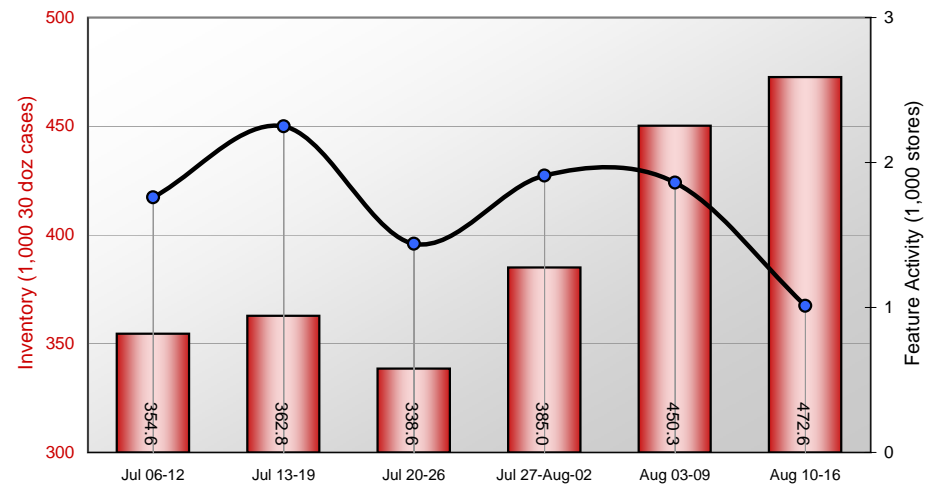
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EGG PRODUCTS	THIS WEEK	LAST WEEK	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	14.0%	16.2%	24.1% of 3,800 sampled	6.0% of 4,700 sampled	13.0% of 2,900 sampled	2.2% of 2,700 sampled	28.7% of 1,900 sampled	20.3% of 1,000 sampled
2/ Activity Index	2,490	2,630	Activity Index = 1,010	Activity Index = 290	Activity Index = 380	Activity Index = 60	Activity Index = 540	Activity Index = 210
	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
14-16 oz. carton	2,260 2.41	2,000 2.38	1.99 - 2.99 1,010 2.39	1.79 - 2.65 290 2.51	1.79 - 3.00 370 2.72	1.79 - 2.50 60 2.34	2.00 320 2.00	2.50 210 2.50
32 oz. carton	230 3.74	510 4.56			4.99 10 4.99		3.50 - 3.99 220 3.68	
3 - 4 oz. cups		120 2.99						
2 - 8 oz. cups								

**Shell Egg vs Egg Product Feature Activity**



**Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)**



Note: See page 1 for explanatory notes.